

ESTTA Tracking number: **ESTTA729729**

Filing date: **02/26/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

|                                       |  |
|---------------------------------------|--|
| Name                                  | Box, Inc.  |
| Granted to Date of previous extension | 02/28/2016   |
| Address                               | 900 Jefferson Avenue<br>Redwood City, CA 94063<br>UNITED STATES  |
| Attorney information                  | Joseph V. Myers III<br>Seyfarth Shaw, LLP<br>1075 Peachtree Street N.E.Suite 2500<br>Atlanta, GA 30309<br>UNITED STATES<br>tmatlanta@seyfarth.com Phone:4048851500 |

### Applicant Information

|                        |  |                        |            |
|------------------------|--|------------------------|------------|
| Application No         | 86592068   | Publication date       | 09/01/2015 |
| Opposition Filing Date | 02/26/2016   | Opposition Period Ends | 02/28/2016 |
| Applicant              | IQS Inc.<br>24950 Country Club Blvd. #120<br>North Olmstead, OH 44070<br>UNITED STATES |                        |            |

### Goods/Services Affected by Opposition

|   |
|---|
| Class 009. First Use: 0 First Use In Commerce: 0<br>All goods and services in the class are opposed, namely: Computer software namely, software for use in enterprise resource planning in the fields of quality management, analytical processing and reporting, quality control, software validation, system integration and compliance   |
| Class 035. First Use: 0 First Use In Commerce: 0<br>All goods and services in the class are opposed, namely: Business consultancy and advisory services; Business consulting services in the fields of quality management services and industry compliance; Business auditing, namely, quality analytics and reporting; Collection and systematization of business data, namely, data mapping, application of business logic, and data and software validation services   |
| Class 042. First Use: 0 First Use In Commerce: 0<br>All goods and services in the class are opposed, namely: Computer system analysis, namely, developing, integrating, and customizing computer software used to manage, monitor, analyze, and report business data in the field of quality management and compliance by remote access; Information technology consultation services relating to systems integration and software validation services; Software as a service (SaaS) services, namely, hosting software for use in enterprise resource planning in the fields of quality management, online analytic processing and reporting, quality control, systems |

|                            |
|----------------------------|
| integration and compliance |
|----------------------------|

## Grounds for Opposition

|                                      |                            |
|--------------------------------------|----------------------------|
| Priority and likelihood of confusion | Trademark Act section 2(d) |
|--------------------------------------|----------------------------|

## Marks Cited by Opposer as Basis for Opposition

|                       |   |                       |            |
|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 3429191   | Application Date      | 10/05/2006 |
| Registration Date     | 05/20/2008  | Foreign Priority Date | NONE       |
| Word Mark             | BOX   |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | Class 042. First use: First Use: 2007/01/01 First Use In Commerce: 2007/01/01 Computer services, namely, acting as an application service provider in the field of knowledge management to host computer application software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information |                       |            |

|                       |   |                       |            |
|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 3722965   | Application Date      | 12/04/2007 |
| Registration Date     | 12/08/2009  | Foreign Priority Date | NONE       |
| Word Mark             | BOX   |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | Class 035. First use: First Use: 2009/06/01 First Use In Commerce: 2009/06/01 advertising the goods and services of others via the Internet |                       |            |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 3612423  | Application Date      | 12/04/2007 |
| Registration Date     | 04/28/2009   | Foreign Priority Date | NONE       |
| Word Mark             | BOX  |                       |            |
| Design Mark           |  |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 041. First use: First Use: 2007/01/01 First Use In Commerce: 2007/01/01 On-line journals, namely, blogs discussing technology and business |                       |            |

|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 4006458    | Application Date      | 12/04/2007 |
| Registration Date     | 08/02/2011 | Foreign Priority Date | NONE       |
| Word Mark             | OPENBOX    |                       |            |
| Design Mark           |            |                       |            |
| Description of        | NONE       |                       |            |

|                |  |
|----------------|--|
| Mark           |  |
| Goods/Services | Class 009. First use: First Use: 2007/11/01 First Use In Commerce: 2007/11/01<br>Computer Software, namely, software development tools; computer software for tracking changes and modifications to software and for managing software development projects; computer software, namely, application interfaces, plugins, and protocol interfaces and computer software development tools for design and development of open-source and proprietary software programs |

|                       |   |                       |            |
|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 4102899   | Application Date      | 04/26/2010 |
| Registration Date     | 02/21/2012  | Foreign Priority Date | NONE       |
| Word Mark             | BOX   |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | The mark consists of the word "box" in lower-case letters.  |                       |            |
| Goods/Services        | <p>Class 009. First use: First Use: 2005/01/01 First Use In Commerce: 2005/01/01<br/>Computer software for online management of business content in the field of cloud computing services; computer software, namely, downloadable programs and mobile device software for the collecting, editing, organizing, modifying, book marking, transmission, storage, and sharing of data and information; computer software, namely, software development tools for content management in a cloud; computer software for tracking changes and modifications to software and for managing software development projects; computer software, namely, application interfaces, plugins, and protocol interfaces and computer software development tools for design and development of open-source and proprietary software programs; computer software for cloud content management; computer programs for running development programs and application programs in a common development environment; computer software for use as a tool for automating, personalizing, designing and updating web sites, website templates, web site graphics, text and animation for a global computer network, internal and external computer networks, and/or local and/or wide area computer networks; computer software for providing access to, providing information to, and obtaining information from computer networks for cloud content management</p> <p>Class 041. First use: First Use: 2005/01/01 First Use In Commerce: 2005/01/01<br/>On-line journals, namely, blogs discussing technology and business</p> <p>Class 042. First use: First Use: 2005/01/01 First Use In Commerce: 2005/01/01<br/>Computer services, namely, acting as an application service provider in the field of knowledge management to host computer application software for the collecting, editing, organizing, modifying, book marking, transmission, storage, and sharing of data and information; computer services, namely, providing customized on-line web pages featuring user-defined information; application service provider of cloud computing services, namely, hosting web based applications for cloud content management of business content; application service provider, namely, providing non-downloadable computer programs for running development programs and application programs in a common development environment</p> |                       |            |

|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 4656568    | Application Date      | 11/07/2011 |
| Registration Date     | 12/16/2014 | Foreign Priority Date | NONE       |
| Word Mark             | BOX        |                       |            |
| Design Mark           |            |                       |            |

|                     |  |
|---------------------|--|
| Description of Mark | The mark consists of the term "box" in stylized blue on a square background containing a white cloud with a bit of bluesky showing above the white cloud. The color gray appears as shadowing for the bottom edge of the square.   |
| Goods/Services      | Class 009. First use: First Use: 2011/10/10 First Use In Commerce: 2011/10/10<br>Computer software for online managementof business content in the field of cloud computing services; computer software, namely, downloadable programs and mobile device software for the collecting, editing, organizing, modifying, book marking, transmission, storage, and sharing of data and information; computer software for cloud content management; computer software for providing access to, providing information to, and obtaining information from computer networks for cloudcontent management; computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer software for synchronizing computer files, folders,data and information within a collaborative work environment; computer softwarefor use in data storage and file synchronization<br>Class 039. First use: First Use: 2011/10/10 First Use In Commerce: 2011/10/10<br>Electronic storage of remote computer data |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 4160656  | Application Date      | 10/18/2011 |
| Registration Date     | 06/19/2012   | Foreign Priority Date | NONE       |
| Word Mark             | BOX SYNC   |                       |            |
| Design Mark           |  |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 009. First use: First Use: 2010/06/15 First Use In Commerce: 2010/06/15<br>Computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer software for synchronizing computer files, folders, data and information within a collaborative work environment; computer software for use in data storage and file synchronization<br>Class 042. First use: First Use: 2010/06/15 First Use In Commerce: 2010/06/15<br>Computer services, namely, providing temporary use of on-line non-downloadable computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer services, namely, providing temporary use of on-line non-downloadable computer software for synchronizing computer files, folders, data and information within a collaborative work environment |                       |            |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 4270698  | Application Date      | 10/19/2011 |
| Registration Date     | 01/08/2013   | Foreign Priority Date | NONE       |
| Word Mark             | BOX  |                       |            |
| Design Mark           |  |                       |            |
| Description of Mark   | The mark consists of a stylized word mark "box" in blue, followed by a blue circle with white circular arrows, as the foreground of a white cloud. The color black appearing in the mark represents outlining and is not claimed as a feature of the mark.   |                       |            |
| Goods/Services        | Class 009. First use: First Use: 2010/06/15 First Use In Commerce: 2010/06/15<br>Computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer software for synchronizing computer files, folders, data and information within a collaborative work environ- |                       |            |

|  |   |
|--|---|
|  | ment; computer software for use in data storage and file synchronization<br>Class 042. First use: First Use: 2010/06/15 First Use In Commerce: 2010/06/15<br>Computer services, namely, providing temporary use of on-line non-downloadable computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer services, namely, providing temporary use of on-line non-downloadable computer software for synchronizing computer files, folders, data and information within a collaborative work environment; cloud computing featuring software as a service for use in data storage and file synchronization |
|--|---|

|             |  |
|-------------|--|
| Attachments | 24822472_1_Notice of Opposition - TRUBOX.pdf(389320 bytes )<br>Box Marks from TESS.pdf(1046888 bytes ) |
|-------------|--|

### **Certificate of Service**

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

|           |                     |
|-----------|---------------------|
| Signature | /jym/               |
| Name      | Joseph V. Myers III |
| Date      | 02/26/2016          |

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 86/592,068  
Published in the Official Gazette of September 1, 2015

BOX, INC.,

Opposer,

v.

IQS INC.,

Applicant.

Opposition No.: \_\_\_\_\_

**NOTICE OF OPPOSITION**

Opposer Box, Inc. (“Box” or “Opposer”), a Delaware corporation having its principal place of business at 900 Jefferson Ave., Redwood City, CA 94063, believes that it will be damaged by the issuance of a registration for the mark TRUBOX (“Applicant’s Mark”) as applied for in Application Serial No. 86/592,068 on April 9, 2015 (“Application”), by IQS Inc. (“Applicant”), and hereby opposes registration of the same.

As grounds for opposition, Opposer alleges that:

1. Box has timely filed this Opposition.
2. As evidenced by the September 1, 2015 publication, Applicant seeks to register the mark TRUBOX as a trademark for goods and services in classes 9, 35 and 42. The current owner is listed in the Application as IQS Inc., an Ohio corporation. Applicant filed the Application based on intent to use in commerce, pursuant to Section 1(b) of the Lanham Act.
3. Box is a leading provider of on-line content storage, archival, management and collaboration services. Through its website, [www.box.com](http://www.box.com), Box allows users—including

individuals, small businesses and large businesses to remotely store, archive, access, and share documents, files, and media in the “cloud.”

4. Since its inception in 2005, Box has provided a cloud content management solution that enables users to remotely and securely store, access, and share content online. Through Box’s online workspace, customers can upload, organize, view and work on a variety of documents, files and media. To track and search content, Box offers users real-time updates through an activity feed and a full-text search engine to search within files.

5. Box offers users a variety of ways to access their content through Box’s website, mobile applications, or through partner applications such as Google Apps, NetSuite and Salesforce. Box also offers a feature known as “Box Sync,” which allows users to synchronize their computer desktop files directly with their Box content.

6. By virtue of its efforts, and the expenditure of considerable sums for advertising and other forms of promotion, and by virtue of the consistent excellence of its products and services, Opposer has earned an extremely valuable reputation for the BOX mark, the BOX & Design mark, the BOX SYNC mark, the BOX NOTE mark and other BOX-formative marks (individually and collectively, the “BOX Marks”).

7. Box has sold tens of millions of dollars’ worth of goods and services under the BOX Marks.

8. Box’s rights in the BOX Marks are evidenced by its ownership of the following registrations (“Opposer’s Registrations”): Registration No. 3,429,191 for the word mark BOX in class 42, filed October 5, 2006; Registration No. 3,722,965 for the word mark BOX in class 35, filed December 4, 2007; Registration No. 3,612,423 for the word mark BOX in class 41, filed December 4, 2007; Registration No. 4,006,458 for the word mark OPENBOX in class 9, filed

December 4, 2007; Registration No. 4,102,899 for the stylized mark BOX in classes 9, 41 and 42, filed April 26, 2010; Registration No. 4,656,568 for the mark BOX & Design in classes 9 and 39, filed November 18, 2011; Registration No. 4,160,656 for the word mark BOX SYNC in classes 9 and 42, filed October 18, 2011; and Registration No. 4,270,698 for the mark BOX & Cloud Design in classes 9 and 42, filed October 19, 2011. “Opposer’s Marks” are all of the marks that are the subject of the foregoing registrations and applications. “Opposer’s Goods and Services” are the goods and services that are the subject of the foregoing registrations and applications. True and correct copies of the TESS printouts for Opposer’s Registrations are attached hereto. These registrations are in full force and effect.

9. Box’s federal trademark registrations for the Opposer’s Marks serve as prima facie evidence of: (a) the validity of the registered marks; (b) Box’s ownership of the marks; and (c) Box’s exclusive right to use the marks in commerce.

10. The well-known use of Opposer’s Marks has been continuous, exclusive and uninterrupted since their initial first use dates.

11. Opposer has further developed common-law rights in the BOX Marks in addition to the rights extended by federal registrations thereof.

12. Upon information and belief, Opposer’s filing dates and first use dates in Opposer’s Registrations predate Applicant’s use of the mark TRUBOX in the United States. On information and belief, Applicant has not used the mark TRUBOX in the United States.

13. Opposer believes it will be damaged if the Opposed Application is allowed to proceed to registration.

**FIRST CLAIM FOR RELIEF**  
**(Likelihood of Confusion With Registered Trademarks)**

14. Opposer repeats and re-alleges the allegations in preceding paragraphs 1-13 as if fully set forth herein.

15. The mark TRUBOX shown in the Application so resembles Opposer's Marks, when used on or in connection with the goods services identified in the Application, to cause confusion, to cause mistake, or to deceive, and Applicant's Mark is thus unregistrable under Section 2(d) of the United States Trademark Act, 15 U.S.C. § 1052(d).

16. Opposer will be damaged by registration of the mark TRUBOX shown in the Application because such registration will give Applicant *prima facie* evidence of ownership of and the exclusive right to use a mark that is confusingly similar to Opposer's Marks, in derogation of Opposer's rights in its registered BOX Marks.

**SECOND CLAIM FOR RELIEF**  
**(Likelihood of Confusion with Previously-Used Trademarks)**

17. Opposer repeats and re-alleges the allegations in preceding paragraphs 1-13 as if fully set forth herein.

18. The mark TRUBOX shown in the Application so resembles the BOX Marks previously used by Opposer, and not abandoned, as to be likely, when used on or in connection with the goods identified in the Opposed Application, to cause confusion, to cause mistake, or to deceive, and Applicant's mark is thus unregistrable under § 2(d) of the United States Trademark Act, 15 U.S.C. § 1052(d).

19. Opposer will be damaged by registration of the mark TRUBOX shown in the Application because such registrations will give Applicant *prima facie* evidence of ownership of and the exclusive right to use a mark that is confusingly similar to Opposer's previously-used and not-abandoned BOX Marks, in derogation of Opposer's rights in its BOX Marks.

WHEREFORE, Opposer prays for judgment sustaining this opposition and refusing registration of the mark shown in the Opposed Application.

Please charge the filing fees for this opposition to Deposit Account No. 50-5265 and direct all correspondence and communication in this opposition to the undersigned.

Respectfully submitted,

SEYFARTH SHAW LLP

Dated: February 26, 2016

By: /F. Richard Rimer, Jr./

F. Richard Rimer, Jr.  
Attorney for Opposer  
BOX, INC.

1075 Peachtree Street, Suite 2500  
Atlanta, Georgia 30309  
Telephone: (404) 885-1500  
Facsimile: (404) 892-7056

**CERTIFICATE OF SERVICE**

I hereby certify that on February 26, 2016, I served this Notice of Opposition on the Applicant by mailing a copy thereof by First Class Mail, postage prepaid, addressed to Applicant's correspondence address of record as follows:

Weston Hurd LLP  
Attn: Ludgy A. LaRochelle  
1301 E. 9th Street  
Suite 1900  
Cleveland, Ohio 44114-1862

*/Donna Weber/*

Donna Weber



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# BOX

**Word Mark** BOX

**Goods and Services** IC 042. US 100 101. G & S: Computer services, namely, acting as an application service provider in the field of knowledge management to host computer application software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information. FIRST USE: 20070101. FIRST USE IN COMMERCE: 20070101

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 77015157

**Filing Date** October 5, 2006

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** March 4, 2008

**Registration Number** 3429191

**Registration Date** May 20, 2008

**Owner** (REGISTRANT) Box.net, Inc. CORPORATION WASHINGTON 1895 El Camino Real Palo Alto CALIFORNIA 94306

(LAST LISTED OWNER) BOX, INC. CORPORATION DELAWARE 4440 El Camino Real Los Altos  
CALIFORNIA 94022

**Assignment  
Recorded** ASSIGNMENT RECORDED

**Attorney of  
Record** Joseph V. Myers III

**Type of  
Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit  
Text** SECT 8 (6-YR).

**Live/Dead  
Indicator** LIVE

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# BOX

**Word Mark**

BOX

**Goods and Services**

IC 035. US 100 101 102. G & S: advertising the goods and services of others via the Internet.  
FIRST USE: 20090601. FIRST USE IN COMMERCE: 20090601

**Standard Characters Claimed**
**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Serial Number**

77343975

**Filing Date**

December 4, 2007

**Current Basis**

1A

**Original Filing Basis**

1A

**Published for Opposition**

August 5, 2008

**Change In Registration**

CHANGE IN REGISTRATION HAS OCCURRED

**Registration Number**

3722965

**Registration Date**

December 8, 2009

**Owner**

(REGISTRANT) Box.net, Inc. CORPORATION WASHINGTON 1895 El Camino Real Palo Alto CALIFORNIA 94306

(LAST LISTED OWNER) BOX, INC. CORPORATION DELAWARE 4440 El Camino Real Los Altos CALIFORNIA 94022

**Assignment**

ASSIGNMENT RECORDED

**Recorded****Attorney of  
Record**

Joseph V. Myers III

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Affidavit Text**

SECT 15. SECT 8 (6-YR).

**Live/Dead  
Indicator**

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# BOX

|                                    |   |
|------------------------------------|---|
| <b>Word Mark</b>                   | BOX   |
| <b>Goods and Services</b>          | IC 041. US 100 101 107. G & S: On-line journals, namely, blogs discussing technology and business. FIRST USE: 20070101. FIRST USE IN COMMERCE: 20070101   |
| <b>Standard Characters Claimed</b> |   |
| <b>Mark Drawing Code</b>           | (4) STANDARD CHARACTER MARK   |
| <b>Serial Number</b>               | 77976378  |
| <b>Filing Date</b>                 | December 4, 2007  |
| <b>Current Basis</b>               | 1A  |
| <b>Original Filing Basis</b>       | 1A  |
| <b>Published for Opposition</b>    | August 5, 2008  |
| <b>Change In Registration</b>      | CHANGE IN REGISTRATION HAS OCCURRED   |
| <b>Registration Number</b>         | 3612423   |
| <b>Registration Date</b>           | April 28, 2009  |
| <b>Owner</b>                       | (REGISTRANT) Box.net, Inc. CORPORATION WASHINGTON 1895 El Camino Real Palo Alto CALIFORNIA 94306<br><br>(LAST LISTED OWNER) BOX, INC. CORPORATION DELAWARE 4440 El Camino Real Los Altos CALIFORNIA 94022 |
| <b>Assignment</b>                  | ASSIGNMENT RECORDED   |

**Recorded****Attorney of  
Record**

Nigamnarayan Achaya

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Affidavit Text**

SECT 8 (6-YR).

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# OPENBOX

**Word Mark** OPENBOX**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer Software, namely, software development tools; computer software for tracking changes and modifications to software and for managing software development projects; computer software, namely, application interfaces, plugins, and protocol interfaces and computer software development tools for design and development of open-source and proprietary software programs. FIRST USE: 20071101. FIRST USE IN COMMERCE: 20071101**Standard  
Characters  
Claimed****Mark  
Drawing  
Code** (4) STANDARD CHARACTER MARK**Serial  
Number** 77344030**Filing Date** December 4, 2007**Current  
Basis** 1A**Original  
Filing Basis** 1A**Published  
for  
Opposition** August 5, 2008**Registration  
Number** 4006458**Registration  
Date** August 2, 2011**Owner** (REGISTRANT) Box.net, Inc. CORPORATION DELAWARE 1895 El Camino Real Palo Alto CALIFORNIA 94306





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# BOX SYNC

**Word Mark** BOX SYNC**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer software for synchronizing computer files, folders, data and information within a collaborative work environment; computer software for use in data storage and file synchronization. FIRST USE: 20100615. FIRST USE IN COMMERCE: 20100615

IC 042. US 100 101. G &amp; S: Computer services, namely, providing temporary use of on-line non-downloadable computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer services, namely, providing temporary use of on-line non-downloadable computer software for synchronizing computer files, folders, data and information within a collaborative work environment. FIRST USE: 20100615. FIRST USE IN COMMERCE: 20100615

**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 85450245**Filing Date** October 18, 2011**Current Basis** 1A**Original Filing Basis** 1A**Published for Opposition** April 3, 2012

**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED

**Registration Number** 4160656

**Registration Date** June 19, 2012

**Owner** (REGISTRANT) BOX, INC. CORPORATION DELAWARE 4440 El Camino Real Los Altos CALIFORNIA 94022

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Joseph V. Myers III

**Prior Registrations** 3429191;3612423;3722965;AND OTHERS

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SYNC" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**Word Mark**

BOX

**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer software for synchronizing computer files, folders, data and information within a collaborative work environment; computer software for use in data storage and file synchronization. FIRST USE: 20100615. FIRST USE IN COMMERCE: 20100615

IC 042. US 100 101. G & S: Computer services, namely, providing temporary use of on-line non-downloadable computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer services, namely, providing temporary use of on-line non-downloadable computer software for synchronizing computer files, folders, data and information within a collaborative work environment; cloud computing featuring software as a service for use in data storage and file synchronization. FIRST USE: 20100615. FIRST USE IN COMMERCE: 20100615

**Mark**
**Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design**

01.15.06 - Advertising, skywriting; Clouds; Fog

**Search Code**

24.15.01 - Arrows forming a circle or an arc of a circle

24.15.10 - Arrows, more than one; More than one arrow

25.03.25 - Backgrounds covered with other figurative elements or repetitive designs, words or letters; Repetitive designs, words, or letters as a background

26.01.21 - Circles that are totally or partially shaded.

26.09.01 - Squares as carriers or squares as single or multiple line borders

**Serial**
**Number**

85450679

**Filing Date**

October 19, 2011

**Current**
**Basis**

1A

**Original Filing Basis** 1A

**Published for Opposition** October 23, 2012

**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED

**Registration Number** 4270698

**Registration Date** January 8, 2013

**Owner** (REGISTRANT) BOX, INC. CORPORATION DELAWARE 4440 El Camino Real Los Altos CALIFORNIA 94022

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Joseph V. Myers III

**Prior Registrations** 3348382;3429191;3612423;3722965;AND OTHERS

**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of a stylized word mark "box" in blue, followed by a blue circle with white circular arrows, as the foreground of a white cloud. The color black appearing in the mark represents outlining and is not claimed as a feature of the mark.

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**Word Mark** BOX

**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computer software for online management of business content in the field of cloud computing services; computer software, namely, downloadable programs and mobile device software for the collecting, editing, organizing, modifying, book marking, transmission, storage, and sharing of data and information; computer software, namely, software development tools for content management in a cloud; computer software for tracking changes and modifications to software and for managing software development projects; computer software, namely, application interfaces, plugins, and protocol interfaces and computer software development tools for design and development of open-source and proprietary software programs; computer software for cloud content management; computer programs for running development programs and application programs in a common development environment; computer software for use as a tool for automating, personalizing, designing and updating web sites, website templates, web site graphics, text and animation for a global computer network, internal and external computer networks, and/or local and/or wide area computer networks; computer software for providing access to, providing information to, and obtaining information from computer networks for cloud content management. FIRST USE: 20050101. FIRST USE IN COMMERCE: 20050101

IC 041. US 100 101 107. G & S: On-line journals, namely, blogs discussing technology and business. FIRST USE: 20050101. FIRST USE IN COMMERCE: 20050101

IC 042. US 100 101. G & S: Computer services, namely, acting as an application service provider in the field of knowledge management to host computer application software for the collecting, editing, organizing, modifying, book marking, transmission, storage, and sharing of data and information; computer services, namely, providing customized on-line web pages featuring user-defined information; application service provider of cloud computing services, namely, hosting web based applications for cloud content management of business content; application service provider, namely, providing non-downloadable computer programs for running development programs and application programs in a common development environment. FIRST USE: 20050101. FIRST USE IN COMMERCE: 20050101

**Mark Drawing Code**

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM





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**Word Mark** BOX

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer software for online management of business content in the field of cloud computing services; computer software, namely, downloadable programs and mobile device software for the collecting, editing, organizing, modifying, book marking, transmission, storage, and sharing of data and information; computer software for cloud content management; computer software for providing access to, providing information to, and obtaining information from computer networks for cloud content management; computer software for synchronizing local computer files, folders, data and information with a cloud storage platform; computer software for synchronizing computer files, folders, data and information within a collaborative work environment; computer software for use in data storage and file synchronization. FIRST USE: 20111010. FIRST USE IN COMMERCE: 20111010

IC 039. US 100 105. G & S: Electronic storage of remote computer data. FIRST USE: 20111010. FIRST USE IN COMMERCE: 20111010

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 01.15.06 - Advertising, skywriting; Clouds; Fog  
26.09.21 - Squares that are completely or partially shaded

**Serial Number** 85466608

**Filing Date** November 7, 2011

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for** January 8, 2013

**Opposition****Registration  
Number** 4656568**Registration  
Date** December 16, 2014**Owner** (REGISTRANT) BOX, INC. CORPORATION DELAWARE 4440 El Camino Real Los Altos CALIFORNIA 94022**Assignment  
Recorded** ASSIGNMENT RECORDED**Attorney of  
Record** Joseph V. Myers III**Prior  
Registrations** 3348382;3429191;3612423;3722965;3921591;AND OTHERS**Description  
of Mark** The color(s) blue, white and gray is/are claimed as a feature of the mark. The mark consists of the term "box" in stylized blue on a square background containing a white cloud with a bit of blue sky showing above the white cloud. The color gray appears as shadowing for the bottom edge of the square.**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Live/Dead  
Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY](#)